

## Results

### Exploratory Factor Analysis

Factor Loadings

	Factor				Uniqueness
	1	2	3	4	
MAKER_SELF	-0.790				0.31830
MAKER_POLITIC	-0.704				0.60715
MAKER_ALIGN	0.696				0.35117
MAKER_ARGUE	0.424				0.65300
CHART_BEAUTY		0.913			0.18359
CHART_LIKE		0.912			0.10736
CHART_TRUST			0.715		0.22806
CHART_INTENT			-0.614		0.64679
MAKER_TRUST	0.395		0.578		0.26052
MAKER_DATA			-0.531	0.330	0.63859
MAKER_DESIGN				0.990	0.00500

*Note.* 'Maximum likelihood' extraction method was used in combination with a 'oblimin' rotation

### Factor Statistics

Summary

Factor	SS Loadings	% of Variance	Cumulative %
1	2.17	19.7	19.7
2	1.86	16.9	36.7
3	1.83	16.6	53.3
4	1.13	10.3	63.6

Inter-Factor Correlations

	1	2	3	4
1	—	0.418	0.494	-0.0314
2		—	0.442	-0.3489
3			—	-0.1483
4				—

### Model Fit

Model Fit Measures

RMSEA	RMSEA 90% CI		TLI	BIC	Model Test		
	Lower	Upper			$\chi^2$	df	p
0.0565	0.0470	0.0666	0.966	-13.1	114	17	<.001

### Assumption Checks

Bartlett's Test of Sphericity

$\chi^2$	df	p
9292	55	<.001

KMO Measure of Sampling Adequacy

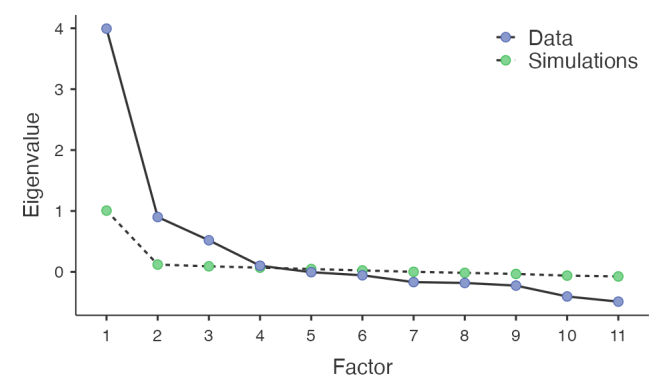
MSA	
Overall	0.825
MAKER_DESIGN	0.685
MAKER_DATA	0.735
MAKER_POLITIC	0.859
MAKER_ARGUE	0.921
MAKER_SELF	0.876
MAKER_ALIGN	0.883
MAKER_TRUST	0.868
CHART_LIKE	0.754
CHART_BEAUTY	0.708
CHART_INTENT	0.838
CHART_TRUST	0.867

Eigenvalues

Initial Eigenvalues

Factor	Eigenvalue
1	3.99392
2	0.90104
3	0.51896
4	0.10137
5	-0.00547
6	-0.05610
7	-0.16794
8	-0.18184
9	-0.22515
10	-0.40358
11	-0.48863

Scree Plot



K-means Clustering

on EFA factor 3:: trust

● Instructions

Clustering vector

Sum of squares Table

	Value
Cluster 1	1165
Cluster 2	1784
Cluster 3	742
Between clusters	3465
Total	7156

Clustering Table

Cluster No	Count
1	628
2	857

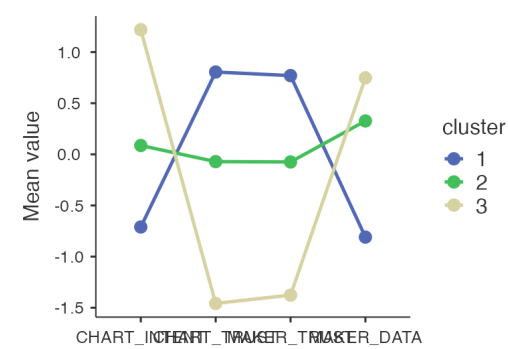
Clustering Table

3	305
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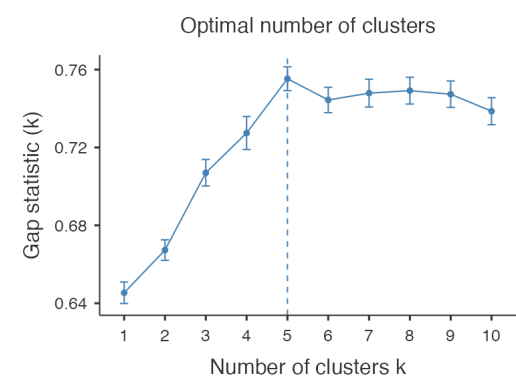
Centroids of clusters Table

	CHART_INTENT	CHART_TRUST	MAKER_TRUST	MAKER_DATA
1	-0.710	0.805	0.770	-0.809
2	0.087	-0.071	-0.074	0.327
3	1.219	-1.458	-1.376	0.748

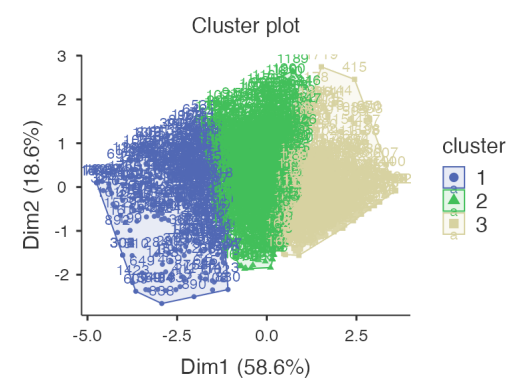
Plot of means across clusters



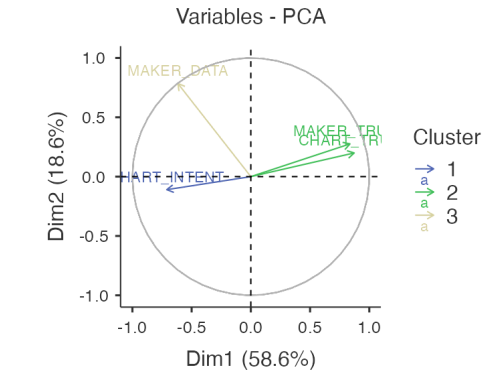
Optimal number of clusters



Cluster plot



Variables-PCA



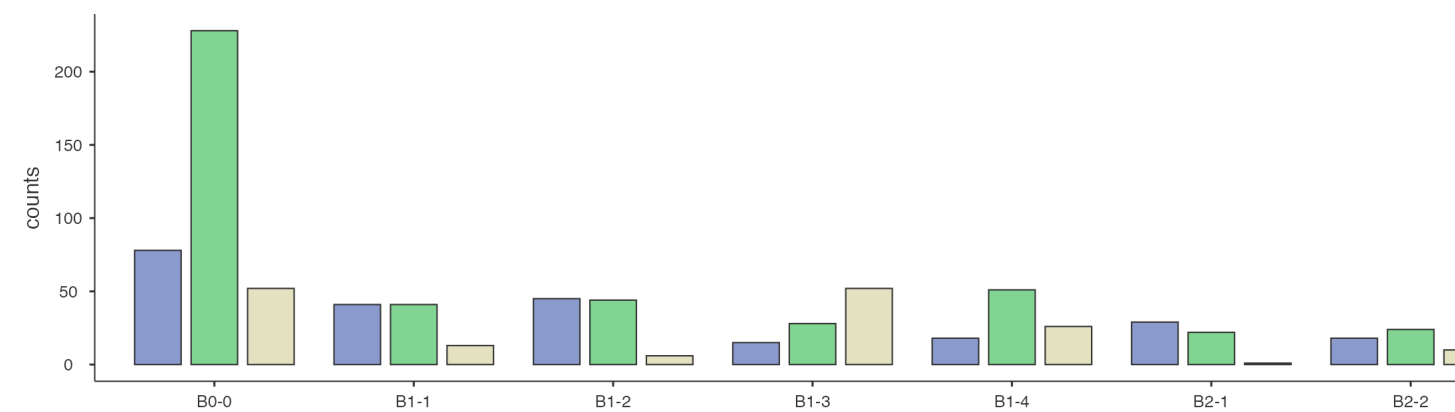
Silhouette index

Cluster No.	Silhouette index

Descriptives

Plots

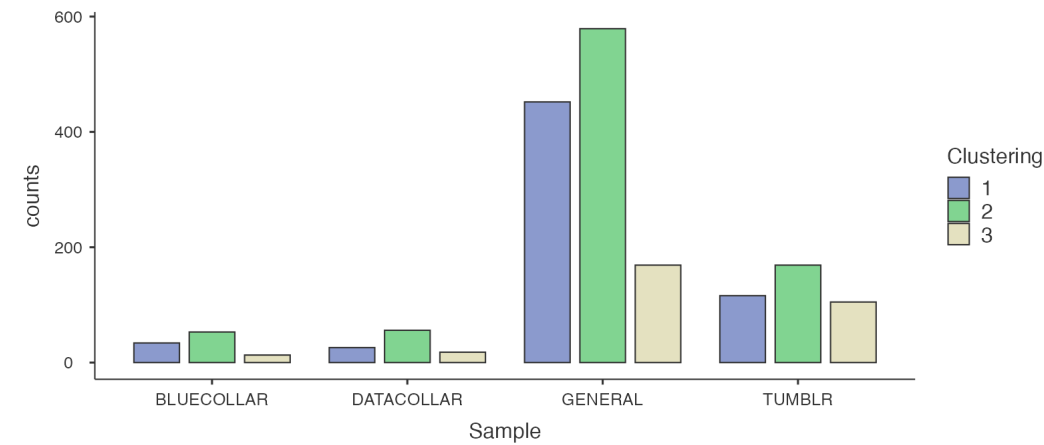
STIMULUS



Descriptives

Plots

Sample



PCA & Group plot

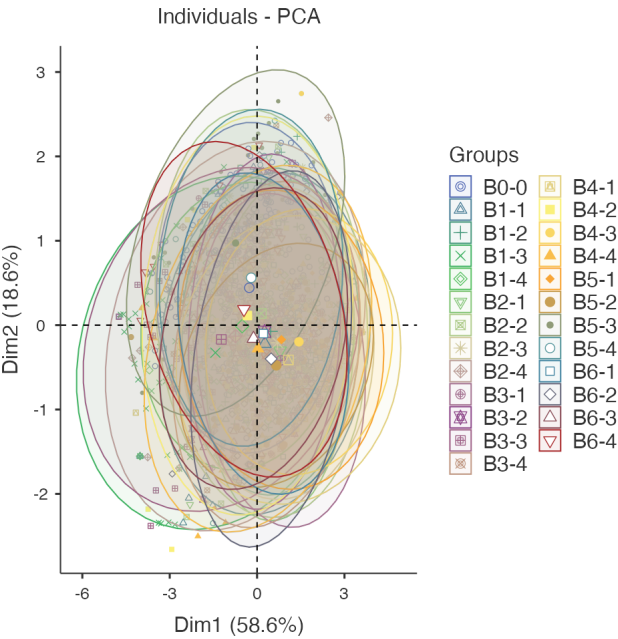
PCA ON FACTOR 3 TRUST

● Instructions

Variable Contributions

Individual Plot

Individuals by groups



PCA-Biplot

